

Message Text

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ACTION COME-00

INFO OCT-01 ARA-14 ISO-00 CIAE-00 EB-08 INR-07 LAB-04

NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 DOE-11 SOE-02

EUR-12 /078 W

-----107663 231617Z /45

R 231220Z JAN 78

FM AMEMBASSY BRASILIA

TO SECSTATE WASHDC 5737

INFO AMCONSUL SAO PAULO

AMCONSUL RIO DE JANEIRO

UNCLAS BRASILIA 0543

FROM COMMERCIAL COUNSELOR

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJ: 1978 CCP FOR BRAZIL; PROGRESS REPORT FOR FIRST QUARTER

REF: STATE 374749

1. DURING THE FIRST QUARTER OF FY 1978 ALL GOALS SET IN THE CCP WERE MET WITH THE EXCEPTION OF THOSE RELATING TO ACTIVITY NO. 4 - TEXTILE MACHINERY - WHICH WE PROPOSE REPLACING, AND THOSE RELATING TO THE USE OF USIS ARTICLES, WHICH WERE ONLY PARTIALLY MET. THE STATUS REPORT ON THE THIRD PETROCHEMICAL POLE WAS NOT SUBMITTED BY DECEMBER 31, BUT IS IN PREPARATION AND WILL BE SUBMITTED IN THE NEAR FUTURE.

2. TEXTILE MACHINERY.

WE CONCUR IN THE RECOMMENDATION OF THE WCAG MADE IN PARAGRAPH 5.D. OF STATE 274749 THAT ANOTHER ACTIVITY BE SUBSTITUTED FOR ACTIVITY NO. 4 IN THE 1978 CCP. RECENT CONTRACT MARKET RESEARCH AS WELL AS THE FINDINGS OF AMCONGEN SAO PAULO (SEE SAO PAULO A-02 OF JANUARY 3, 1978) INDICATE THAT THE BRAZILIAN DEMAND FOR TEXTILE UNCLASSIFIED

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MACHINERY WILL REMAIN DEPRESSED UNTIL LATE 1979 OR 1980. AS A SUBSTITUTE ACTIVITY WE WOULD LIKE TO PROPOSE "ENERGY EQUIPMENT". ACTIONS UNDER THIS ACTIVITY WOULD BE (A) MOUNTING OF AN INFORMATION BOOTH AT THE ENERGY 78 TRADE FAIR AT ANHEMBI PARK IN SAO PAULO APRIL 11-16, 1978, AND (B) MOUNTING OF A CATALOG SHOW AT THE OFF-SHORE BRAZIL FAIR IN RIO DE JANEIRO JUNE 27-30, 1978. ENERGY 78 WILL HAVE STRONG GERMAN, FRENCH, BRITISH AND CANADIAN PARTICIPATION

AND A SUBSTANTIAL SOVIET, POLISH AND HUNGARIAN PRESENCE, BUT A
VER SMALL PARTICIPATION BY PRIVATE US FIRMS. IT IS BEING HELD
CONCURRENTLY AND IN THE SAME HALL WITH THE EIGHTH NATIONAL ELECTRO-
ELECTRONICSSFAIR. IT WOULD THUS PROVIDE US EXCELLENT ACCESS TO A
SELECT GROUP OF POTENTIAL BUYERS IN NOT ONLY THE ENERGY BUT ALSO
THE ELECTRO-ELECTRONICS FIELD. MORE DETAILS AS TO OUR PROPOSED
PARTICIPATION WILL BE SUBMITTED BY SEPTTEL. USDOC HAS ALREADY
APPROVED PARTICIPATION IN OFF-SHORE BRAZIL, BUT WE BELIEVE THIS
SHOULD BE FORMALIZED BY INCLQSION IN THE CCP.

3. THIRD PETROCHEMICAL POLE.

ACTION NO 6 UNDER CAMPAIGN NO 1 CALLS FOR THE CONSULATE IN PORTO
ALEGRE TO SUBMIT BY DECEMBER 31,1977 A PROGRESS REPORT ON THE THIRD
PETROCHEMICAL POLE. THE CONSULATE ISSWORKING ON THIS REPORT,
WHICH WILL BE SUBMITTED IN THE NEAR FUTURE. THERE IS NO CHANGE
WITH RESPECT TO THE THIRD GENERATION PLANTS, IN WHICH WE ARE MOST
INTERESTED. THEY ARE STILL IN THE PLANNING STAGE. THE CHIEF PLANNER
FOR THE POLE, MAIER AVRUCH, WILL BE VISITING THE US AS AN IV LEADER
GRANTEE IN THE NEAR FUTURE. IT IS SUGGESTED THAT WHEN HE IS IN
WASHINGTON USDOC QUESTION HIM REGARDING THE LATEST PLANS AND ATTEMPT
TO ARRANGE THE INTERVIEW WITHHAN APPROPRIATE TRADE PUBLICATION
RECOMMENDED IN PORTO ALEGRE 301.

4. USE OF USIA ARTICLES.

WE APPRECIATE THE EXPLANATION GIVEN IN STATE 274749 THAT "USIA
ACQUIRED ARTICLES PACKET WASSA MISNOMER SINCE ARTICLES DO NOT EXIST
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IN THAT FORM". USIS BRAZIL HAS BEEN USING MAINLY ARTICLES CONTAINED
IN THE MONTHLY AVAILABILITIES LIST AND HAS INCLUDED IN EACH ISSUE
OF THE COMMERCIAL NEWSLETTER SEVERAL ARTICLES RELATING TO FORTHCOMING
TRADE CENTER EVENTS. IN ORDER TO PLANT ARTICLES IN BRAZILIAN TRADE
PUBLICATIONS, HOWEVER, MORE LEAD TIME WOULD BE HELPFUL. IT WOULD
THEREFORE BE USEFUL IF USIA WASHINGTON COULDASSEMBLE AND SEND TO US
WELL IN ADVANCE PACKETS OF ARTICLES ON THE THEMES OF FORTHCOMING
TRADE CENTER SHOWS. THE EVENTS SCHEDULED FOR THE REMAINDER OF FY
1978 ARE HEALTH CARE EQUIPMENT (MARCH 6-10,1978), AVIONICS AND GROUND
SUPPORT EQUIPMENT (MAY 1978), ELECTRONIC COMPONENTS (JUNE 1978)
AND FOOD PROCESSING AND PACKAGING (SEPTEMBER 1978).

4. ORGANIQED BUYERS GROUPS.

SEVERAL OF THE CAMPAIGN ACTIONS CALL FOR THE ORGANIZATION MF BUYERS
GROUPS TO ATTEND TRADE FAIRS IN THE US. WE HAVE BEEN PUBLICIZING
USDOC-SUPPORTED TRADE FAIRSIN BRAZIL WITH SOME SUCCESS. WE WOULD
LIKE TO POINT OUT, HOWEVER, THAT THE INDEPENDENT-MONDED BRAZILIAN
BUSINESSMAN NORMALLY PREFERS TO ACT ON HIS OWN AND IS NOT
USUALLY INTERESTED IN GROUP TRAVEL.

5. MAJOR PROJECTS.

THE INVENTORY OF MAJOR PROJECTS (ACTIVITY NO 2) SHOULD BE EXPANDED

TO INCLUDE THE OIL SHALE PROJECT IN PARANA REPORTED IN SAO PAULO
A-40 OF AUGUST 1,1977. THIS PROJECT IS EXPECTED TO INVOLVE
EXPENDITURES OF CLOSE TO \$2 BILLION AND TO REQUIRE THE IMPORTATION
OF SOME \$300 MILLION IN EQUIPMENT.
JOHNSON

NOTE BY OC/T: REFERENCE UNIDENTIFIABLE.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 jan 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978BRASIL00543
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780033-1232
Format: TEL
From: BRASILIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780135/aaaabdky.tel
Line Count: 123
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: e20425e1-c288-dd11-92da-001cc4696bcc
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 STATE 374749
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 22 feb 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3732887
Secure: OPEN
Status: NATIVE
Subject: 1978 CCP FOR BRAZIL; PROGRESS REPORT FOR FIRST QUARTER
TAGS: BEXP, BR
To: STATE
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/e20425e1-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014